As the fourth largest city in the San Francisco Bay Area, Fremont’s Silicon Valley location is the ideal place to live, work and visit. The city takes pride in its diversified, globally connected economy where businesses can be successful and residents and visitors can enjoy high-quality programs and services.

Population

Fremont is the 4th largest city in the San Francisco Bay Area; 15th in California

- Total Population: 226,551
- Total Households: 76,000

Distribution by Ethnicity & Race

- Asian: 50%
- White: 33%
- Hispanic: 14%
- Black/African American: 3%

Income Profile

- Average Household Income: $114,684
- Average Household Size: 3.0
- Median Age: 37 years

Employment Profile

Top Employers (250 - 1,000+ Employees)

- Fremont Unified School District
- Lam Research Corporation
- Palo Alto Medical Foundation
- Seagate
- Synnex

Education Profile

- 49% of adults hold a Bachelors, Graduate or Professional degree
- Major universities (including Stanford and U.C. Berkeley), community colleges, and technical schools are located within 30 miles

Tax Profile

- Property Tax Rate: 1.1%
- Utility Tax: None
- State Sales Tax: 9.5%
- Transient Occupancy Tax: 10%

Housing and Real Estate

Housing

- Median Home Price (2015): $760,000
- Average Monthly Rent (2 Br. Unit): $2,760

Development (Total Developed)

- Land Profile: 90 square miles
- Residential: 76,000 Units
- Commercial: 9.1 million s.f.
- Industrial/Office: 41.3 million s.f.

Transportation

Air

- San Jose International Airport: 13 miles
- Oakland International Airport: 18 miles
- San Francisco International Airport: 22 miles

Highways

- Interstate 880/17 & 680/280, Routes 84, 238, & 262

Ports

Redwood City: 18 miles, Oakland: 27 miles, San Francisco: 37 miles, Richmond: 38 miles

Public Transportation

- Bay Area Rapid Transit (BART) system - 2 Stations
- Rail transport including Altamont Commuter Express (ACE) and Amtrak Capitol Corridor
- Local Bus Service
Retail Profile

• Daytime Population – 241,504; Trade Area Population – 393,000
• Top psychographic consumer segments are affluent, tech-savvy and highly educated with urban mentality
• Over 350 eateries including popular restaurant brands and a diverse range of ethnic cuisines
• 18 Hotels including full service, 4 star
• Wide variety of shopping options in centers such as Pacific Commons, The Hub and Washington West as well as business districts such as Irvington and Niles
• New Opportunities:
  — Pacific Commons “The Block” (300K pedestrian-oriented retail)
  — Downtown (110 acres, mixed-use development planned in the City Center)
• Notable Additions – Whole Foods, The Counter, Pieology, Ulta, Men’s Wearhouse, Cream

Innovation Profile

• Known as a Bay Area leader in advanced manufacturing
• Home to growing cluster of over 40 clean tech companies such as Tesla, Imergy, Soraa, and Solar City
• Other major companies include: Lam Research, Delta, Seagate, Western Digital, and Thermo Fisher Scientific
• Growing industries and employment sectors include:
  — Power Storage, Building Systems
  — Electric Vehicles
  — Biotechnology and Life Sciences
  — High-Tech and Information Technology
  — Logistics, Warehousing, Goods Movement
  — Healthcare
• Ranked No. 1 in U.S. for technology start-up businesses per-capita (21 for every 100,000 residents) according to SizeUp.com
• Received over $1 billion of venture capital funding in recent years
• 40 million square feet of industrial space; 63% of all R&D inventory in the East Bay

Sources: Claritas 2014, HDL 2015

City Contacts
Development Services Center...........494-4443
DSC_recep@fremont.gov
Business License..........................494-4790
finance@fremont.gov
Environmental Services................494-4570
environment@fremont.gov

Resources
Chamber of Commerce............795-2244
fmtcc@fremontbusiness.com
Workforce Investment Board.......259-3842
www.acwib.org
Small Business Development Ctr...208-0410
www.acsbdc.org

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Thermo Fisher Scientific

“The Block” at Pacific Commons